

The Strategic Planning committee met in Room A-200 of Administrative Center.

Meeting called to order at 10:17AM by Chairperson Becker.

Present: Committee Members Becker, Barrow, Bock, Richart, Rothstein, Stern and Wirth.

Others Present: Supervisor Walerstein, Supervisor Geracie, Tom Meaux, Jason Dzwinel, and Meridy Kehoe.

Absent: None.

1. Proper Notice and adoption of agenda: Assurance that the meeting had been properly noticed provided. Motion made by Supervisor Barrow to adopt the agenda, seconded by Supervisor Stern. Motion carried 7-0.

2. Approve Minutes of April 17, 2007: Motion made by Supervisor Barrow to approve April 17, 2007 minutes, seconded by Supervisor Wirth. Motion carried 7-0.

3. Review Results of Citizen Input committee SWOT Analysis: A discussion of the Citizen Input Committee's SWOT analysis was initiated by Jason Dzwinel through a handout that summarized the citizen committee's answers by category. The most surprising answer given by the citizen committee was that the County Board was not accessible to the average person due to the following factors: (1) Board meetings are held during the day when people with jobs cannot attend; (2) The County Board does not issue a monthly newsletter; and, (3) The current board and committee meeting times/structure restricts participation to people with flexible day jobs.

Supervisor Bock then initiated a discussion regarding next steps for the SWOT analysis process. It was agreed upon that the next step for the citizen committee meeting is to target a presentation to the strengths and weaknesses expressed during their first SWOT analysis. This will help clear up some misconceptions about county government and highlight both identified strengths and weaknesses. The next SWOT analysis the citizen committee goes through will be more targeted and allow for citizens to give feedback on ways to change the weaknesses and better highlight the County's strengths. Supervisor Bock suggested that before the next citizen committee meeting that the members be directed to the County's website for more information and to test the 'user-friendliness' of the website.

The discussion then switched the County Board's upcoming SWOT analysis on Wednesday, June 6, 2007. The committee has had to hire an outside facilitator in order to keep on schedule because no facilitator was available in Ozaukee County or other counties in the state until the end of summer. The committee members agreed that hiring an outside facilitator was acceptable. The committee also agreed that during the SWOT with the entire County Board that all Strategic Planning Committee members will provide no input other than sincere SWOT related input; no facilitation will occur.

4. Discuss/Approve – Local Government Input: A discussion began regarding to what extent the local governments' should be involved in the SWOT analysis process. It was agreed upon by the committee that the highest elected officials and the highest management officials should go through a SWOT analysis as well. After doing so, the committee will share with the local government officials the results of the other SWOT analyses. A possible time discussed for the local government SWOT is at the next LOGIN meeting.

Supervisor Richart stated that he did not feel, so far, that the revised Ozaukee County Mission Statement needed changes based on the results of first SWOT analysis. The committee agreed, but felt that once all of the SWOT analyses were completed, each analysis should be compared and contrasted to the other and then the mission statement could be revisited.

6. Adjournment. Motion made by Supervisor Wirth to adjourn, seconded by Supervisor Barrow. Motion carried (7-0), adjourned 12:10PM.